

AN ORDINANCE 101019

**ADOPTING THE THIRTY-EIGHT STRATEGIES
OUTLINED IN THE CULTURAL
COLLABORATIVE: A PLAN FOR SAN ANTONIO'S
CREATIVE ECONOMY, A COMMUNITY
CULTURAL PLAN; AND AUTHORIZING THE TEN-
YEAR IMPLEMENTATION OF THE STRATEGIES
IN ORDER TO SUPPORT THE GROWTH AND
RECOGNITION OF SAN ANTONIO'S CREATIVE
ECONOMY.**

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WHEREAS, during City Council Fiscal Year 2002-2003 budget priority session, a cultural plan for San Antonio was identified as a Tier-One priority and in order to support this priority, City Council allocated \$120,000.00 for the initiative as part of the Fiscal Year 2002-2003 budget; and

WHEREAS, in December 2002, the Office of Cultural Affairs, with the assistance of a consultant from Wolff Keens & Co., conducted a preliminary cultural planning study to identify for City staff the most effective and productive cultural planning process for San Antonio; and

WHEREAS, in May 2003, the City established a designated fund for The Cultural Collaborative ("TCC") at the San Antonio Area Foundation to aid in fundraising for the planning process and \$31,300.00 additional dollars were raised from non-City sources; and

WHEREAS, the Office of Cultural Affairs and the Department of Economic Development officially kicked off TCC, on November 12, 2003, with a conference at the Henry B. Gonzalez Convention Center, *Finding Ways: A Conference on Art, Culture & Economic Development in San Antonio* and over 450 community participants attended the event; and

WHEREAS, after a Request For Qualifications process, on February 5, 2004, City Council approved a professional services agreement with Jerry Allen & Associates, in

partnership with The Cultural + Planning Group, for professional cultural planning services for TCC; and

WHEREAS, during the ten-month planning process, planning meetings accessed approximately one thousand (1000) people via the Finding Ways Conference, four (4) TCC Steering Committee meetings, five (5) TCC Executive Committee meetings, six (6) community forums in City Council Districts, twenty-three (23) focus group meetings and sixty-nine (69) key person interviews and an additional five hundred (500) individuals were reached via a random household survey conducted by Galloway Research Service to determine the level of arts participation and measure public opinions on arts education and government funding; and

WHEREAS, in addition to the planning process, the results of an Economic Impact Study of San Antonio's Creative Industry and the application of national market research also helped form the development of TCC's strategies; and

WHEREAS, in October 2004, a preliminary draft of TCC's recommended strategies (the "Plan") was released to the community for review and feedback and the TCC Steering Committee met to respond to the draft and provide additional input and on January 19, 2005, the TCC Steering Committee formally adopted the Plan; and

WHEREAS, TCC's goal is to support the growth and recognition of San Antonio's creative economy and the Plan's five (5) objectives were developed in support of this goal, all of which are supported by the Plan's thirty-eight (38) recommended strategies, including providing greater access to arts and culture to residents, promoting the economic growth of the creative sector, increasing awareness of the role and value of arts and culture, strengthening our unique and diverse culture, heritage and architecture and developing increased resources of all types; and

WHEREAS, the timeframe for implementation of the Plan is ten (10) years; and

WHEREAS, on February 17, 2005, the Plan was presented to the City Council's Economic & Human Development Committee and met with favorable review and the Committee supported moving this item forward for City Council approval; **NOW THEREFORE:**

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

SECTION 1. The thirty-eight (38) strategies outlined in The Cultural Collaborative: A Plan for San Antonio's Creative Economy, a community cultural plan, are hereby adopted and the ten-year implementation of the strategies in order to support the growth and recognition of San Antonio's creative economy is hereby authorized. A copy of the Plan is attached hereto and incorporated herein as Attachment I.

LB
06/09/05
Item #17

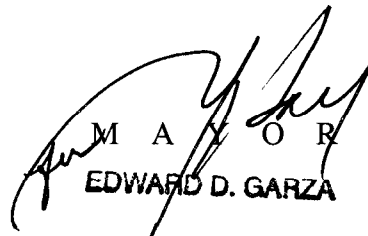
SECTION 2. Funds will not be expended by this Ordinance. All expenditures will be in accordance with the Fiscal Year 2006 to Fiscal Year 2008 budgets approved by the City Council.

SECTION 3. This Ordinance shall be effective on and after the tenth day after passage hereof.

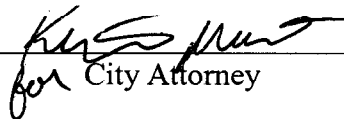
PASSED AND APPROVED this 9th day of June, 2005.

ATTEST:


City Clerk


M A Y O R
EDWARD D. GARZA

APPROVED AS TO FORM: _____


for City Attorney

Agenda Voting Results

Name: 17.

Date: 06/09/05

Time: 05:29:47 PM

Vote Type: Multiple selection

Description: An Ordinance adopting the thirty-eight strategies outlined in the Cultural Collaborative: a Plan for San Antonio's Creative Economy, a Community Cultural Plan; and authorizing the ten-year implementation of the strategies in order to support the growth and recognition of San Antonio's Creative Economy. [Presented by Felix Padron, Director, Cultural Affairs; Roland A. Lozano, Assistant to the City Manager]

Voter	Group	Status	Yes	No	Abstain
ROGER O. FLORES	DISTRICT 1		x		
SHEILA D. McNEIL	DISTRICT 2		x		
ROLAND GUTIERREZ	DISTRICT 3	Not present			
RICHARD PEREZ	DISTRICT 4		x		
PATTI RADLE	DISTRICT 5	Not present			
ENRIQUE M. BARRERA	DISTRICT 6		x		
JULIAN CASTRO	DISTRICT 7	Not present			
ART A. HALL	DISTRICT 8		x		
KEVIN WOLFF	DISTRICT 9		x		
CHIP HAASS	DISTRICT_10	Not present			
MAYOR ED GARZA	MAYOR		x		